

Message Text

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SUBJECT: CULTURAL INITIATIVES

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SUMMARY: IN RESPONSE TO PRESIDENT CARTER'S PROPOSAL TO DEVELOP NEW EXCHANGE PROGRAMS TO IMPROVE CULTURAL RELATIONSHIPS IN THE AMERICAS, EMBASSY SUGGESTS SOME GENERAL GUIDELINES AND SPECIFIC PROGRAMS FOR CONSIDERATION. OUR BASIC PROPOSAL IS TO FOUND AN INTER-AMERICAN STUDIES AND CULTURAL CENTER WHICH WOULD CONDUCT AN ACTIVE PROGRAM OF MULTILATERAL EXCHANGES.

INTRODUCTION: CULTURAL RELATIONS IN THE AMERICAS EXIST ON TWO LEVELS, THE BILATERAL AND THE MULTILATERAL. THE UNITED STATES PARTICIPATES MOSTLY ON THE BILATERAL PROGRAM LEVEL, WHILE THE LATIN AMERICAN NATIONS GENERALLY PARTICIPATE IN MULTILATERAL PROGRAMS THROUGH SUCH REGIONAL AGREEMENTS AS THE CONVENIO ANDRES BELLO OR IN OAS-DIRECTED PROGRAMS. THE ONGOING BILATERAL CULTURAL RELATIONS OF THE U.S. HAVE HAD SUCCESSFUL IMPACT WITHIN THE SCOPE OF THE RESOURCES INVESTED. MORE WOULD BE WELCOME AND BETTER. TO REVITALIZE THE LETHARGIC PACE OF REGIONAL AND HEMISPHERIC CULTURAL RELATIONS, THE U.S. COULD ADOPT THE FOLLOWING INITIATIVES AND GUIDELINES:

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1. INTER-AMERICAN STUDIES AND CULTURAL CENTER: FOSTER THE ESTABLISHMENT OF AN INTER-AMERICAN STUDIES AND CULTURAL CENTER, POSSIBLY HEADQUARTERED AT THE OAS IN WASHINGTON. SUCH A CENTER WOULD SERVE AS A FOCAL POINT WHERE LATIN AMERICAN WRITERS, SCIENTISTS, AND ACADEMICIANS COULD LECTURE, COMPLETE RESEARCH, OR PARTICIPATE IN REGIONAL SEMINARS. IN ADDITION, THE CENTER

WOULD SERVE AS BOTH A CLEARING-HOUSE AND PROGRAM AGENCY FOR LATIN AMERICAN ARTISTS, DRAMATISTS, AND MUSICIANS SO THAT THEIR WORK CAN BE EFFECTIVELY PROGRAMMED IN THE U.S. AND THROUGHOUT THE HEMISPHERE. NEEDS AND OPPORTUNITIES WHICH ARE COMMON TO THE AMERICAN REPUBLICS AND WHICH CAN BE ADDRESSED BY THE CENTER INCLUDE: RURAL DEVELOPMENT, URBAN PLANNING, EDUCATION, PUBLIC ADMINISTRATION, TECHNOLOGY TRANSFER, AND ENERGY STUDIES. THERE IS AN INESCAPABLE CONCOMITANT TO THIS SUGGESTION, HOWEVER. LATIN MAERICAN COUNTRIES NOTORIOUSLY NEGLECT THEIR CULTURAL AND INFORMATION RESPONSIBILITIES IN THE U.S. AND ELSEWHERE. WE MUST CONTINUE TO URGE THEM TO PROVIDE EFFECTIVE CULTURAL AND INFORMATION SECTIONS TO THEIR EMBASSIES. THIS MISSION HAS ALREADY PROVIDED ORIENTATION LOCALLY AND AT THE WASHINGTONLEVEL FOR OFFICIALS OF THE MINISTRY OF INFORMATION AND TOURISM. MORE OF THIS COULD BE DONE WITH SIMILAR ENTITIES OF THE OTHER LAIN AMERICAN REPUBLICS. A HEMISPHERE CONFERENCE OF CULTURAL, EDUCATIONAL AND INFORMATION MINISTRY OFFICIALS COULD BE HELD TO ADDRESS THE PROBLEMS OF COMMON ACTION AND COMMUNICATION NECESSARY TO STIMULATE EXCHANGE ACTIVITY AT A LEVEL REFLECTIVE OF THE NEED.

2. GENERAL GUIDELINES FOR CULTURAL PROGRAMS:

A. QUALITY AND MORE QUALITY: WITHIN THE CONTEXT OF EXISTING PROGRAMS, HOST INSTITUTIONS AND THE PRIVATE SECTOR CAN BEST BE ENGAGED BY OUR UTILIZING ONLY THE HIGHEST POSSIBLE QUALITY IN CULTURAL PRESENTATIONS OFFERED TO LATIN AMERICA. HIGH QUALITY REGIONAL SEMINARS WOULD ALSO SERVE TO ENGAGE THIS SOCIETY'S CREATIVE THINKERS, WRITERS, AND OTHER TALENTS. THE SEMINAR ENCOUNTER IS STILL A MOST EFFECTIVE ARENA FOR THE EXPRESSION OF IDEAS BY THE HEMISPHERE'S INTELLECTUALS.

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B. THE RIGHT MEDIUM REINFORCES AND MULTIPLIES OUR CULTURAL MESSAGE: WE REALIZE THAT WHEN WE PUSH FOR "SENDING ONLY THE VERY BEST" OF OUR CULTURAL PRESENTATIONS, WE ARE TALKING BIG MONEY AND COMPLICATED LOGISTICS FOR LIVE SYMPHONT, BALLET AND THEATRE. ALTHOUGH ATTENDANCE AT SUCH A LIVE PERFORMANCE LEAVES AN ALMOST INDELIBLE IMPACT ON THE VIEWER, THE AUDIENCE IS ALMOST ALWAYS LIMITED TO ELITE LEVELS. THE WAY TO SPREAD OUR CULTURAL MESSAGE MORE WIDELY, CHEAPLY AND EFFICIENTLY IS THROUGH THE TV MEDIUM. A LARGE PUSH FOR FINDING BROADCAST OUTLETS FOR TAPED CULTURAL PROGRAMS TO AND FROM THE UNITED STATES IS THE MOST PROMISING WAY TO DO MORE, FASTER AND CHEAPER. WE HAVE THE TECHNOLOGY AT OUR FINGERTIPS. WE HAVE TO ORGANIZE OURSELVES (US AND THEM) TO USE IT. SOME OF THIS EFFORT COULD UNDOUBTEDLY BE CHANNLED THRU A NEW OR REVITALIZED OAS MECHANISM.

3. SOME ACTION PROPOSALS:

A. MAJOR U.S. ART EXHIBIT: ARRANGE A PRESTIGIOUS EXHIBIT OF AMERICAN ART TO CIRCULATE AMONG THE AMERICAN REPUBLICS. IT SHOULD BE OF THE ORDER AND CALIBER OF THE TUTANKHAMUM EXHIBIT NOW

TOURING THE U.S. RATHER THAN A THIRD-RATE SHOW LIKE THE SOVIET EXHIBIT AT THE METROPOLITAN MUSEUM OF ART. SOME OF THE FINEST WORKS IN THE NATIONAL GALLERY, THE HIRSHHORN, THE CORCORAN, THE MUSEUM OF MODERN ART, THE GUGGENHEIM AND OTHER PREMIER MUSEUMS THROUGHOUT THE COUNTRY SHOULD BE CONSIDERED. VARIOUS MEDIA, PERIODS, SCHOOLS AND STYLES SHOULD BE REPRESENTED.

B. BOOK TRANSLATIONS: INTELLECTUALS NEED OUTLETS FOR THEIR IDEAS. TRADITIONALLY THEY HAVE DIFFICULTY FINDING EXPRESSION FOR THEM ESPECIALLY IN WRITTEN FORM IN THEIR OWN COUNTRIES BECAUSE OF THE GENERALLY FORBIDDING ECONOMIES OF PUBLISHING WHICH TEND TO ALLOW EVEN THE LUCKIEST AUTHORS THE MOST MINISCULE PRINT RUNS. THE U.S. CAN HELP IN THE AREA OF EXPANDING THE MARKET FOR THE IDEAS OF LATIN AMERICA INTELLECTUALS BY CREATING A MECHANISM LIKE USIA'S BOOK TRANSLATIONS PROGRAM WHICH WOULD PROMOTE TRANSLATIONS AND PUBLISHING OF LATIN AMERICAN WORKS IN THE UNITED STATES.

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C. SPORTS EXCHANGES: SPORTS ARE SURE WINNERS IN THE REALM OF PEOPLE TO PEOPLE EXCHANGES. AN EXPANDED PROGRAM OF SPORTS EXCHANGES ON THE AMATEUR AND PROFESSIONAL LEVELS WITH PARTICIPATION BY HIGH SCHOOL AND COLLEGE TEAMS AND TRAINING AND COACHING WORKSHOPS WOULD HELP BRING PEOPLE TOGETHER ON AN ELEMENTAL EMOTIONAL AND ENJOYABLE LEVEL OF CULTURAL ACTIVITY. THIS PROGRAM COULD BE INITIATED BY A LATIN AMERICAN TOUR OF A U.S. MAJOR LEAGUE BASEBALL TEAM. VENEZUELAN FROM THE PRESIDENT ON DOWN WOULD OVERFLOW THE STADIUMS.

4. SPECIFIC COUNTRY PROGRAM PROPOSALS. THE FOLLOWING TWO PROGRAMS ARE PREVIEWED FOR THE DEPARTMENT'S INFORMATION. THEY WILL BE PROPOSED IN MORE DETAIL IN SEPARATE COMMUNICATIONS AS SPECIFIC ACTION PROGRAMS FOR DISCUSSION BY PRESIDENT'S CARTER AND

PEREZ IN THEIR JUNE MEETING.

A. NOBEL PRIZE WINNERS: ESTABLISH A SPECIAL ONE-YEAR PROGRAM IN WHICH RECENT U.S. WINNERS OF THE NOBEL PRIZE WOULD VISIT VENEZUELA AND CONSULT WITH THEIR COLLEAGUES. NOBEL LAUREATE IN LITERATURE SAUL BELLOW, COULD BEGIN THE SERIES, FOLLOWED BY NORMAL BORLAUG (AGRICULTURE) AND SEVERAL MORE IN PHYSICS, MEDICINE AND CHEMISTRY. THIS HIGH-IMPACT PROGRAM WOULD IN OUTLINE BE SIMILAR TO THE ELITE LINCOLN SCHOLAR PROGRAM CARRIED OUT WITH SUPERB EFFECT BY THE DEPARTMENT IN VARIOUS PARTS OF THE WORLD. WE WOULD EXPECT THAT EACH LAUREATE COULD SPEND AT LEAST TEN DAYS IN VENEZUELA.

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B. WASHINGTON-BOLIVAR FELLOWSHIPS FOR THE STUDY OF DEMOCRATIC INSTITUTIONS: JOINTLY FUNDED FOR A FIRM PERIOD OF FIVE YEARS, THE PROGRAM WOULD SELECT SCHOLARS FROM ALL THE AMERICAN REPUBLICS WHO WOULD SPEND A YEAR STUDYING SOME ASPECT OF DEMOCRACY AND ITS VARIOUS INSTITUTIONS IN ANY PART OF THE WORLD ALTERNATIVELY, AN EXCHANGE OF SCHOLARS MIGHT BE ESTABLISHED UNDER AUSPICES OF MARISCAL DE AYACUCHO PROGRAM WHERE A DEMOCRATIC ENVIRONMENT STILL EXISTS. THE UNITED STATES AND VENEZUELA WOULD HOPE THROUGH THESE FELLOWSHIPS TO FOCUS ATTENTION ON THE NEED FOR STRENGTHENING DEMOCRATIC IDEALS AND THEIR EFFECTIVE PRACTICE IN THIS HEMISPHERE. HOLDERS OF THE AWARD WOULD BE CONSIDERED PRESIDENTIAL FELLOWS AND BE RECEIVED AT SOME SUITABLE OCCASION BY THE RESPECTIVE PRESIDENTS TO PROVIDE MEDIA COVERAGE CONTINUING THROUGH THE LIFE OF THE PROGRAM.

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